

Thriving Women 2025

Growing and inspiring
women connected
through agriculture

CONFERENCE PROGRAM

18–19 August 2025
Wagga Wagga, New South Wales

2026 AgriFutures Rural Women's Award

Applications open
Wednesday,
10 September 2025

Applications close
Friday, 7 November 2025

NT Applications close
Friday, 30 January 2026

Isabella Thrupp
2025 Rural Women's Award
Western Australia State Winner

Learn more
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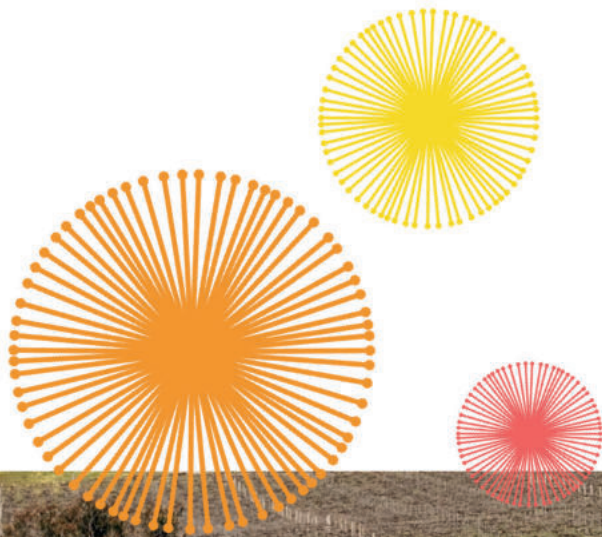
Who we are

Since 2017, WoTL has been working to **grow and inspire women in agribusiness. Our mission is to ignite ideas and opportunities to support women in agriculture to thrive.**

We value genuine relationships, bringing out the best in people, listening and responding. There is great power in creating safe environments that support openness and curiosity for collective impact.

How we are making an impact:

- **We are founded for women, by women.** We empower women in agriculture across Australia to grow, connect and thrive.
- **We create connection.** WoTL creates opportunities for women connected to agriculture to come together and learn.
- **We listen to our community.** We create and deliver effective initiatives including programs and events to meet the needs of women working in or connected to agriculture.
- **We partner with the best.** From funding bodies to facilitators, our partners share a vision to lift women across Australia.
- **We go beyond education.** WoTL's programs are delivered differently, to create community and opportunities to learn real-world skills in a safe environment.



Interested in helping us with our mission?

Our current reach:



DATABASE:

1983



EVENTS IN 24/25:

45



24/25 EVENT ATTENDEES

890

Become a WoTL Ambassador!

WoTL has a growing network of Ambassadors who assist to host crop walks, webinars, workshops and other bespoke events in their regions.

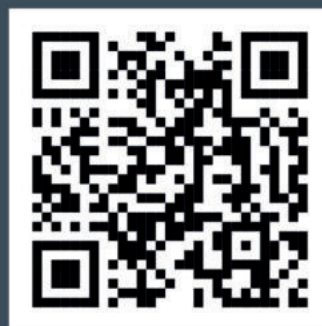
To find out more about being an Ambassador, please contact:

Kim Blenkiron
WoTL Executive Officer
eo@wotl.com.au
0427 592 243



Come and see us at the Trade Show!

Or scan here
to see our
upcoming
events:



wotl.com.au

FROM WoTL

Welcome to Thriving Women 2025, proudly presented by WoTL.

We're delighted to have you join us in Wagga Wagga, on Wiradjuri Country, for two days of connection, inspiration, and growth - our second Thriving Women Conference in NSW.

This year's theme, "Women Shaping Agriculture," celebrates the strength, influence and leadership that women bring to every facet of our sector. Whether you're on the farm, in the lab, managing agribusiness, or nurturing a rural community - your contribution matters. Your perspective matters. And your voice is helping shape the future of agriculture.

Thriving Women is more than just a conference - it's a space to connect meaningfully, to learn from one another, to challenge ideas, and to celebrate the achievements of women in agriculture across Australia. At WoTL, we believe that when rural women thrive, the whole of Australian agriculture benefits. We hope that this event leaves you energised, supported, and empowered to continue shaping agriculture in your own unique way.

I would like to acknowledge the wonderful backing of all our conference sponsors, whose support is critical in bringing this event to life, along with all the other exhibitors who have a trade display. Please make sure you go and see them during the event and support some wonderful local businesses.

Also, a very big thanks to the entire conference team and WoTL staff, who have worked tirelessly with endless passion to bring Thriving Women 2025 to fruition.

Thank you for being part of this journey - and welcome to Thriving Women 2025.

SUSIE GREEN,
WOTL CHAIR



WoTL DIRECTORS



SUSIE GREEN



TONY CATT



HAN WORSLEY



JOYCE CERAVOLO



LEANNE PRIDHAM



EMILY MELLOR

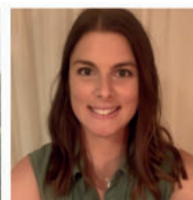


RENEE FARROW

WoTL STAFF



KIM
BLENKIRON



BELINDA-
JANE
MORONEY



KATHY
MOLONEY

CONFERENCE TEAM WELCOME

WELCOME TO THRIVING WOMEN 2025!

It is my great pleasure to welcome each of you to this inspiring gathering where we come together to celebrate and elevate the vital role of women in agriculture.

This year's theme, "Women Shaping Agriculture," highlights the powerful contributions women are making across the agricultural landscape. From leading family farms to driving innovation, research, policy, and sustainability - women are not only participating in the industry, they are shaping its future.

Over the next two days, we will hear from industry leaders, trailblazers and, as Lucy Bloom would say, "ordinary" people who are challenging convention and creating new pathways in agriculture. Whether you are a producer, a graduate, or an advocate, this is your space - to connect, to grow, and to be inspired.

This conference has been built on the solid foundation of WoTL's values and vision. As an organisation, Women Together Learning has long championed rural and regional women through shared learning, connection, and leadership development. It is through WoTL's established framework that this conference is possible.

WoTL wish to acknowledge and pay deep respect to the traditional custodians of the land on which the conference is held, the Wiradjuri people. We acknowledge that they have been gathering here for thousands of years to share stories, connect and strengthen community. We give respect to their Elders, past, present and emerging.

A sincere thank you goes to our generous sponsors. Your support not only makes this conference possible, but also demonstrates a shared belief in the importance of empowering rural and regional women. Your investment is helping to grow a more inclusive and dynamic agricultural sector.

I want to take a moment to express thanks to the conference committee. This event has been brought to life by a team of passionate and dedicated women from across four states, each bringing unique perspectives and lived experiences in agriculture. Thank you for your time, energy, and commitment.

Over the next two days, I encourage you to fully embrace this opportunity - ask questions, share your stories, spark new ideas, and build connections that will carry forward long after this conference ends.

Thank you for being part of this vibrant community of women shaping agriculture.

ENJOY!

Robyn Buerckner
Thriving Women 2025 Conference Convenor



CONFERENCE TEAM



ROBYN BUERCKNER

Robyn Buerckner is a broadacre cropping farmer at Aria Park in the Riverina with her husband, Paul. They will celebrate the farm being in the family for 100 years in 2025!

Robyn has recently worked with Temora Shire Council as the Community Engagement Program Coordinator delivering events. Prior to this Robyn worked for Local Land Services and the Catchment Management Authority in Wagga and Temora for 12 years in information management and delivery of incentive programs to landholders to encourage the uptake and extension of precision agriculture, and ran field days and workshops in sustainable agriculture.

Robyn has a particular passion for developing the networks and professional extension of women on farms. Having expanded their business, Robyn found herself spending the majority of her time in the four walls of the farm office with little opportunity to engage professionally with female counterparts. After completing the GROW (Growing Regionally Outstanding Women) course in 2018, Robyn now takes any opportunity to attend or facilitate information exchange with rural women, which is why she joined the Thriving Women Conference committee in 2023 and is thrilled to see the conference return to Wagga in 2025.



KELLY LEASK

Growing up on a cropping and sheep farm near Jamestown in the Mid North of SA, Kelly Leask has been connected to rural life from an early age. Her career has taken her from the hospitality industry - where she owned her own hotel in

Jamestown - to McLaren Vale, where she now lives with her husband Malcolm and their two boys, Abel (11) and Eli (9).

Together, they run a family business with Malcolm's brother and his wife, managing vineyards, contracting, and producing their own wine brand, Hither & Yon. Like any family business, Kelly's role is diverse, but her main focus areas are Finance and Sustainability.

A strong advocate for leadership and lifelong learning, Kelly participated in the 2022 Stepping Into Leadership program with WoTL and attended both the 2022 and 2024 Thriving Women Conferences in Hahndorf. Inspired by the impact of these experiences, she volunteered to give back and contribute to the success of the next Thriving Women's Conference.



PATRICE DOUGLAS

Growing up on a thoroughbred stud near Gulgong, NSW, Patrice's country roots instilled a deep appreciation for the unique challenges and opportunities faced by women in rural and regional communities. Now based in Brisbane with her partner

Ted, she combines entrepreneurial spirit and coaching expertise to inspire women to thrive.

As a highly regarded mentor and coach for female professionals and business leaders, Patrice specialises in helping women feel supported, confident, clear, and centred. With over six years of experience, she has empowered more than 500 women worldwide to reconnect with their purpose and create sustainable success. Patrice's blend of empathy, clarity, and actionable strategies enables her clients to overcome self-doubt, unlock potential, and achieve meaningful transformation.

Patrice also hosts Into the Nothing, a podcast exploring personal growth, leadership, and success, offering conversations and insights designed to inspire women to embrace their full potential.

Together with her sister Lyndsey, Patrice co-leads Centred for Success, a course designed to help regional and rural women elevate leadership and communication skills while prioritising well-being. Passionate about supporting women to achieve their full potential, Patrice is thrilled to connect with delegates at the Thriving Women 2025 Conference.



JO POWELLS

After being part of the Thriving Women 2024 committee in South Australia, Jo is excited to bring her experience and insights back to New South Wales as the event returns in 2025. As an integral part of 2024 team, Jo gained a deep appreciation

for the conference's impact and is looking forward to contributing again.

With over 20 years in agricultural research and extension, Jo has worked closely with landholders to help them better understand their natural resources and navigate challenges in an ever-changing industry. Based in the Snowy Mountains for most of her career, she also farms cattle and sheep with her partner, Patrick.

Jo is thrilled to be part of Thriving Women 2025 and to collaborate with an incredible team to bring this inspiring event back to NSW!



FLEUR MULLER

Fleur Muller is a rural communicator and livestock producer from southern New South Wales.

With a background in agricultural science and communications, Fleur has a passion for supporting Australian agriculture and rural communities. She strives to shine a light on the amazing people who make rural communities thrive, and the important issues that affect them.

Fleur holds a Bachelor of Applied Science in Agriculture and has a practical background in broadacre agriculture. She has worked in various roles in both the public and private sectors, including positions at NSW DPI and the Kondinin Group. In these roles, she played a crucial part in converting complex technical research into engaging, easily understood, relevant and practical messages.

Fleur now divides her time between the family livestock business and offering rural communication services to agribusinesses, farmer organisations, government agencies, and community groups. She is passionate about sharing the stories of rural people and Australian agriculture.

Fleur enjoys giving back and has held a number of volunteer positions in her local community. She is excited to join the other amazing women in the Thriving Women 2025 conference team and to deliver a very special event for rural and regional women in her hometown of Wagga.



KATHY MOLONEY

Kathy Moloney is WoTL's Events Coordinator and a broadacre farmer from southern NSW. As our Events Coordinator, one of Kathy's key roles is the coordination of the Thriving Women Conference alongside the volunteer committee.

With her background in coordinating fundraising events, deep ties to rural communities, and a passion for creating meaningful connections, she's no stranger to rolling up her sleeves and getting involved.

Her love for rural communities, agriculture, and empowering women is what makes her role in Thriving Women 2025 so important. She understands the value of creating spaces for connection, learning, and inspiration, and she can't wait to welcome you to this year's event.



ROBYN WILLIAMS

Robyn is passionate about the hats typically worn by women in family farming operations.

She celebrates their commonly undervalued agribusiness role that compliments the more visible hands-on farm work, being vital to a successful enterprise. Robyn has learnt that recognising the skills and weaknesses of all the team members despite their gender, combined with sound communication plus shared passions and values, can bring great results in an agricultural business setting.

Robyn considers herself lucky to be working in the family cropping operation in Central Victoria and related agricultural technology businesses, having met and worked with some fabulous people along the way. Over the last 25 years she has transitioned from a professional career in health whilst raising a family, to being full time within the business.

After leaving the Thriving Women Conference in 2023 in Wagga and feeling she had tapped into a like-minded bunch of women, Robyn is thrilled to be a part of the organising committee for 2025.



ELISSA STRONG

Elissa Strong grew up on her family's broadacre cropping farm in the Riverina, where her passion for agriculture and rural communities was first sparked. She now lives in Wagga and works for Delta Agribusiness, balancing her role as an

agronomist with overseeing the company's graduate program and several learning and development initiatives on a national scale.

Elissa has always had a strong interest in supporting and empowering women in agribusiness, believing in the importance of connection, mentorship, and professional development within the industry. She was fortunate to attend the Thriving Women 2023 Conference in Wagga as part of her work and found it to be an incredibly inspiring and rewarding experience. The conference reinforced her passion for women's involvement in agriculture, and when she learned that Thriving Women would be returning to Wagga in 2025, she jumped at the chance to be involved.

Elissa is excited to contribute to the Thriving Women 2025 Conference team and looks forward to helping create another impactful and engaging event for women in agribusiness.

DAY ONE

MONDAY 18 AUGUST 2025

8.00	Registration, networking, colleague catchup and coffee		
8.40	Delegates are seated in the main conference hall - Proceedings commence		
8.45	Welcome to Thriving Women 2025 LYNDSEY DOUGLAS MC Welcome to Country AUNTY CHERYL PENRITH OAM Welcome KIM BLENKIRON Executive Officer, WoTL		
9.30	Doing business differently LUCY BLOOM		
10.30	Morning tea and trade show - sponsored by The NSW Stud Merino Breeders' Association		
11.10	Toolbox Talks Session 1 - concurrent sessions		
	Joyes Hall	Convention Centre	DPI Conference Room
	The myth of resilience: why women in agriculture need emotional fitness, not endurance. MELISSA DUNIAM	Is it too early to think about your farm's future? REBECCA NICOLL and SHARON FERGUSON	We don't work on farms, but we help make farms work better. PIP HABERLIN and IZZY HARDWICK
12.10	Lunch and trade show		
1.10	Toolbox Talks Session 2 - concurrent sessions		
	Joyes Hall	Convention Centre	DPI Conference Room
	Building high-performing teams: practical strategies for sustainable success. REBECCA RODGERS	7 steps to thriving: mastering cash, profit & time in your rural business. EMILY SINDERBERRY	Being brave. LISA ANDERSON
2.10	Toolbox Talks Session 3 - concurrent sessions		
	Joyes Hall	Convention Centre	DPI Conference Room
	Navigating family provision claims: key considerations in effective succession planning. JULIANNE CARROLL	Farm safety: breaking myths, saving lives. AINSLIE LALOR and NICOLE MURPHY	Emissions data: Why consumers care, supply chain commitments and the value of farm level information. TANISHA SHIELDS
3.10	Afternoon tea and trade show		
3.50	From Farm to Future: Women taking the lead in family, wealth and estate planning REBECCA NICOLL and SHARON FERGUSON		
4.05	On the couch session - Conversations with inspiring women Women Shaping Agriculture: Stories of Impact and Influence BELINDA ANDERSON and CARMEN QUADE		
4.50	Daily wrap-up		
5.05	Day 1 close		
6.30	Pre-dinner networking - The Rules Club and Quality Hotel, 188 Fernleigh Road		
7.30	Dinner - Sponsored by Bush and Campbell with guest speaker KRISTINA HERMANSON		
10.30	Dinner close		

DAY TWO

TUESDAY 19 AUGUST 2025

8.00	Networking, colleague catchup and coffee		
8.40	Welcome and reflections of Thriving Women - Day One.		
9.00	Welcome address BELINDA ALLITT , Chief Operating Officer, AgriFutures.		
9.15	The courage to connect: why vulnerability is a superpower STEPHANIE TRETHERWEY		
10.20	Morning tea and trade show		
11.00	Toolbox Talks Session 4 - concurrent sessions		
	Joyes Hall	Convention Centre	DPI Conference Room
	Embracing change, community, and resilience. KELLY JOHNSON	Women on farms: navigating workplace rules for efficiency, safety and innovation. GRACIA KUSUMA	Tapping into your inner grit - lessons in taking on life's challenges from ultra endurance mountain biking. SUSIE GREEN
12.00	Toolbox Talks Session 5 - concurrent sessions		
	Joyes Hall	Convention Centre	DPI Conference Room
	Mindset habits for clarity, confidence, and growth. PATRICE DOUGLAS	Let's talk TACTICS: the 'how to' of communication. MALINDA GUEST	Pass the baton. TONY CATT
1.00	Lunch and trade show		
1.55	Fuel the fire - sustaining momentum beyond inspiration SUSIE GREEN		
2.40	Conference reflections		
3.00	Conference close		

Be Social at the Conference

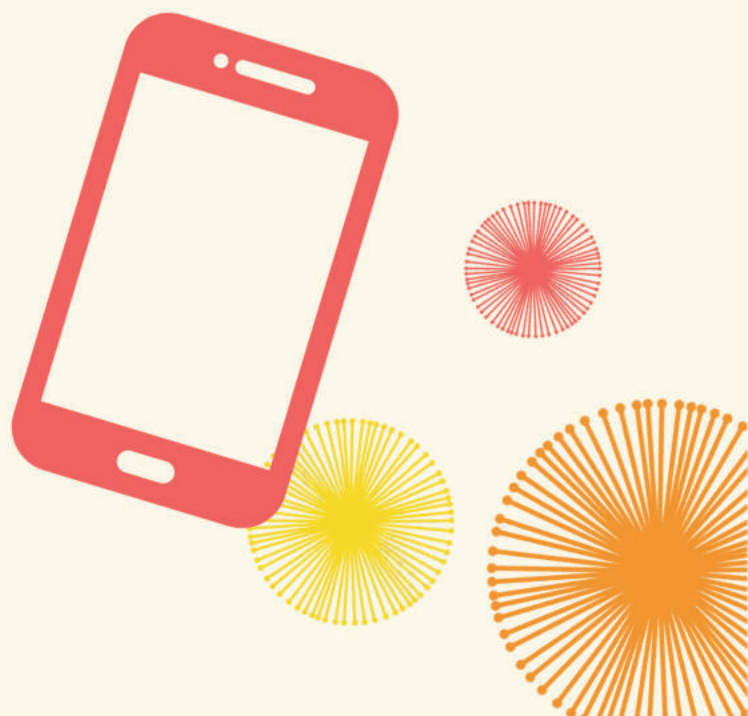
There will be much to see, hear and talk about at the Thriving Women 2025 Conference. We'd love you to share your involvement, insights and conference images across our social media platforms. Use the conference hashtags and tag us to be part of a conference-wide conversation.

Tag us on Instagram:

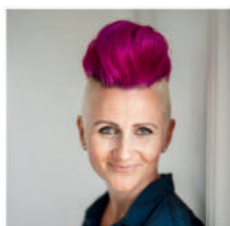
@wotl_au #TW2025

You can also follow WoTL, host of the conference on Facebook, LinkedIn and Instagram.

Facebook WoTL
LinkedIn WoTL
Instagram @wotl_au



KEYNOTE SPEAKERS



LUCY BLOOM

Lucy Bloom is an award-winning leader and speaker. She's a change-maker, exceptional communicator, and business fixer with the best mohawk in the business.

Lucy led an advertising agency for 20 years before she held CEO roles leading international aid organisations, one in Ethiopia and another in Cambodia. She's the founder of an education start-up and the author of four books including her memoir, *Get the Girls Out*, and her latest, a killer novel.

You will find Lucy challenging and entertaining in equal measure, with humour tied into a powerful business message. She's a rule-breaker, idea-maker and momentum creator. You can find more about Lucy and see her in action on her website, Instagram and Facebook - @thelucybloom

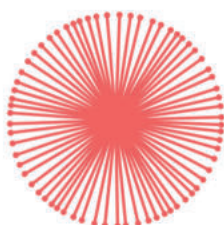


KRISTINA HERMANSON

Kristina Hermanson is the Head of APAC and Africa at Nuveen Natural Capital. She targets growth in the region in farmland, timber and nature-based investments in collaboration with the expertise across Nuveen. The Australian Farmland core

business is a key component within the APAC region with growth potential into nature-based solutions with regenerative agriculture at the core.

With proud roots on a dairy farm in Wisconsin, Kristina has more than 25 years of international leadership experience, most recently serving as Managing Director of ANZ & ASEAN at FMC Corporation. Kristina started her career as a mechanical engineer based in Europe and worked in commercial, strategy, and M&A roles in EMEA and APAC over a decade with global agribusiness firm, Archer Daniels Midland. She also served as Director of Growth and Collaboration, at Coca Cola Amatil in Australia before joining FMC. Kristina is a Non-Executive Board member at the Australian Farm Institute and has recently served as a Director of AgSafe, CropLife Australia, and non-profit, Business for Development.

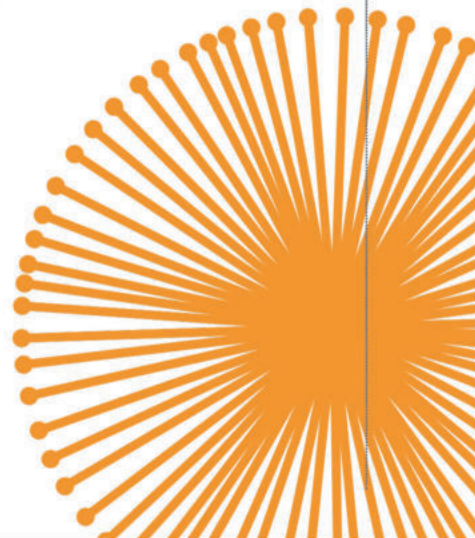
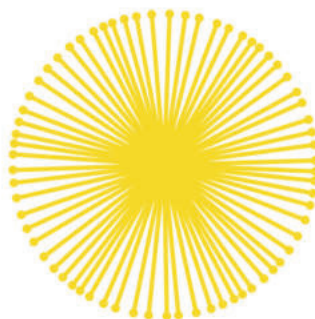


STEPHANIE TRETHEWEY

As a seasoned television journalist, 2024 Australian of the Year for Tasmania Stephanie Trethewey has reported and produced for some of the country's biggest news and current affairs programs.

In 2019, soon after having her first child, she swapped the city for the country and moved to rural Tasmania. The transition was both a brutal and beautiful journey, and Steph's struggles with depression and isolation inspired the creation of *Motherland*, a national charity that supports rural mothers, reducing isolation and improving mental health outcomes for women on the land.

Steph's weekly podcast, *Motherland*, has been downloaded over 1.1 million times, and *Motherland Village*, Australia's first online rural mother's group program, has connected hundreds of rural women to their own personalised support group. In 2022, Stephanie was named the national winner of the AgriFutures Rural Women's Award, and in 2023 she celebrated the release of her debut book, *Motherland*. Stephanie also sits on the Australian Advisory Council of Thankful4Farmers.



CONFERENCE SPEAKERS



LYNDSEY DOUGLAS - MC

Lyndsey is the editor-in-chief at agricultural content agency Writers Who, bringing her journalism expertise to lead an all-female team of 12 rural journalists who create compelling written and spoken content while living on the land. Her client portfolio

includes prominent agricultural organisations such as AgriFutures, Rural Aid, AgForce and Australian Wool Innovation.

Her recognisable voice anchors agricultural events across Australia, from major exhibitions like the Queensland AgTech Summit, Sydney Royal Easter Show, and Canberra Royal, to smaller rural gatherings in communities from Alpha in Central Queensland to Condobolin in Western NSW.

She pioneered live agricultural broadcasting as host of the industry-first Beef TV and hosts the wagyu breed podcast "Beyond the Marbling". Lyndsey's leadership extends to her roles as former chairman of Australian Wool Innovation's consultation panel, NSW Rural Ambassador, and founding director of Agricultural Shows Australia.



AUNTY CHERYL PENRITH – WELCOME TO COUNTRY

Cheryl Penrith OAM is a proud Wiradjuri woman. Cheryl is the eldest of ten children, a mother of one, and a grandmother of four grandsons and one granddaughter.

Cheryl connects people to opportunities. She is involved in every aspect of the community from sports and art to youth and education. Her passion is in building safe, sustainable and healthy communities incorporating family, cultural empowerment, community health and wellbeing and having involvement in decision making. She is also passionate about the revival and reinvigoration of cultural practices such as language, possum skin cloak making workshops and womens cultural business.

Cheryl is a creative with a particular interest in fashion. She admits to being a bit of a fashionista who enjoys upcycling and 'stylin' up'. She wants to 'style up' a different future for us all.



SUSIE GREEN – FACILITATOR FUEL THE FIRE SESSION

Susie Green has more than 30 years' experience working in agricultural communities. She runs her own consulting

business helping agricultural organisations find clarity, focus and confidence and her strength lies in working with people and building collaborative approaches. She has held industry roles supporting growers through challenging seasons and natural disasters, and has been an active member on the WoTL Board since 2018, becoming chair in 2021.

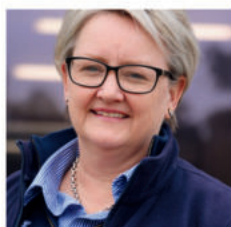
When she's not working, Susie can be found on a bike, tackling some of the toughest ultra-endurance mountain bike events in the country.



ON THE COUCH

WOMEN SHAPING AGRICULTURE: STORIES OF IMPACT AND INFLUENCE.

Join us for an energising and insightful panel discussion, Women Shaping Agriculture, led by conference MC Lyndsey Douglas. This session will explore the impact, influence, and leadership of women across the agricultural landscape - on farms, in businesses, and within communities. Lyndsey will be joined by two remarkable panellists: Belinda Anderson, CEO of the Henty Machinery Field Days, who brings deep expertise in regional event leadership and agricultural innovation; and Carmen Quade, founder of AgriFocused, a passionate advocate for financial literacy and education in farming. Together, they'll share their experiences, challenges, and bold visions for agriculture's future.



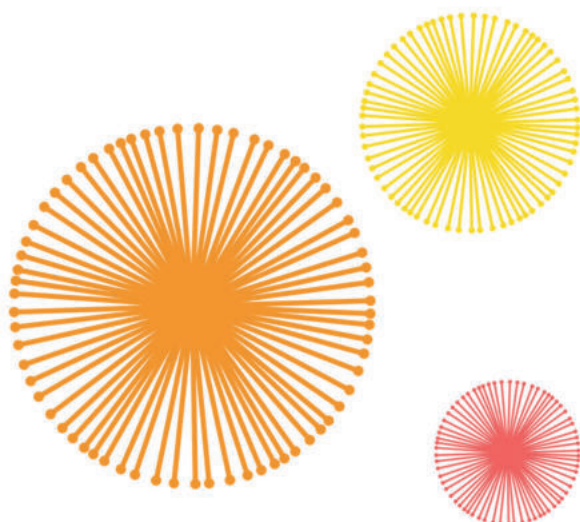
BELINDA ANDERSON

Belinda's journey with Henty Machinery Field Days began in 2011, and just two years later, she was appointed Chief Executive Officer - a role in which she continues to lead with vision and commitment.

In addition to her leadership at Henty, Belinda is a partner in a 1,655-hectare mixed farming enterprise based in Pulletop, with a recent expansion to Coleambally, both in southern New South Wales. She shares the responsibilities of the farm with her husband Garry, their son Thomas, and her parents-in-law. Together, they've raised four children and continue to embrace the values and rewards of rural life in their close-knit regional community.

Belinda holds qualifications in Project Management, Agriculture, Rural Business Management, and Business Administration. She is a member of the Australian Institute of Company Directors and has previously served on the Regional Development Australia - Murray committee and the Major Events Advisory Panel for Wagga Wagga City Council.

Outside of her professional and agricultural roles, Belinda enjoys the simple pleasures of home life - especially time in her garden. Family remains at the heart of everything she does, with her five grandchildren bringing her the greatest joy.



CARMEN QUADE

Carmen Quade runs AgriFocused, a business offering face to face and online courses in the areas of farm business management to farming families around Australia.

Carmen has worked as a University lecturer in Accounting and Agribusiness and enjoys working with people to improve their business skills. She holds a Bachelor of Business (Agricultural Commerce), a Master of Professional Accounting and a Cert IV in Training Small Groups.

Together with her husband, she is a partner in Quade Ag Co, farming at Tallimba, in the northern Riverina, managing the business side of the enterprise. She would rather push the broom around in the shed than pick up or throw a fleece and has an uncanny knack of always standing in the wrong spot in the yards. Her lack of spatial skills mean that she is a danger to herself and others operating machinery. She founded AgriFocused in 2019 after a decade of almost continuous gestation and lactation and continues to learn more in this role every day.

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The Grains Research and Development Corporation (GRDC) is a partnership between Australian grain growers and the Australian government and is responsible for planning, investing in and overseeing research, development and extension (RD&E) for 25 leviable grain crops.

“ GRDC’s purpose is to invest in a diverse portfolio of RD&E to deliver tangible, on-the-ground impact to growers, the Thriving Women Conference is a key example of GRDC investing in the future of the industry. ”

Charleton Glenn
Grower Relations Manager

For more information about GRDC’s investments and priorities, visit grdc.com.au



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TOOLBOX TALKS SESSION 1



REBECCA NICOLL AND SHARON FERGUSON

Rebecca Nicoll CA

Rebecca Nicoll, Chartered Accountant and Director at Bush & Campbell, with over 20 years of experience in financial services.

She specialises in guiding clients, particularly in regional and agricultural settings, through complex financial and business challenges. Rebecca is known for her ability to simplify regulations and provide tailored advice that supports growth, compliance, and peace of mind. A strong listener and strategic thinker, she brings clarity to every client relationship. Outside of work, Rebecca is a dedicated mother of three, skilfully balancing career and family while championing practical, down-to-earth financial leadership for rural communities.

Sharon Ferguson Adv Dip FS (Financial Planning)

Sharon Ferguson is the Financial Planning Director at Bush & Campbell, bringing over 30 years of experience in the financial services industry. A former banker turned financial planner, Sharon is passionate about helping people achieve financial security and independence. She specialises in superannuation, retirement planning, investments, personal insurance, and aged care. Known for simplifying complex financial matters, she empowers clients to make confident decisions. Sharon is a trusted advocate for families navigating aged care planning, guiding families with clarity and care. She also contributes locally through the Rotary Club of Wagga Sunrise.

Session summary:

Is it too early to think about your farm's future? - Never

Through an interactive "toolbox" of stories, tips, and real-world advice, you'll go beyond technical strategies learn how to:

- Launch and sustain open dialogue across generations
- Bridge age and experience gaps with respect
- Align personal goals with long-term farm planning
- Weave values into practical decision-making.

Yes, you'll hear expert guidance on succession planning, including:

- Strategic farm structures
- Capital gains tax considerations
- Superannuation
- Personal insurance
- Overall financial planning strategies.

Drawing on their experience with multigenerational farming families, they'll show how women's unique leadership keeps relationships strong and conversations open. Whether it's a quiet nudge or a courageous step, your voice is vital.

You'll walk away with:

- Confidence to help shape your family's legacy
- Tools to navigate difficult conversations
- Insight into your critical role in long-term wealth building
- Practical steps to safeguard both your farm and your family's bonds

Whether you're managing the farm, preparing to take over, planning for retirement, or thinking about the next generation - this session is for you.

Step into your power, shape your farm's future, and lead with confidence.



MELISSA DUNIAM

Melissa is a rural leader, speaker, and advocate for women redefining self-leadership in agriculture and life. Passionate about human behaviour, she helps women reconnect with their core values, break cycles of burnout, and create

lasting change. Through award-winning retreats and experiential workshops involving horses, Melissa challenges myths around resilience, guiding women towards authentic leadership. Her practical frameworks enhance communication, strengthen relationships, and empower women with clarity and confidence to lead differently at home, in business, and within their communities.

Melissa inspires women to create sustainable success without sacrificing what matters most.

Session summary:

The myth of resilience. Why women in agriculture need emotional fitness, not endurance.

Women in agriculture have long been celebrated as the "backbone" of rural communities, admired for their capacity to juggle countless roles, responsibilities, and expectations - often putting the needs of family, farm, and community above their own. Traditional narratives praise rural women for their resilience, equating strength with endurance and the ability to persist through hardship without complaint. But what if this idea of resilience is not only limiting but actively contributing to burnout, resentment, and exhaustion?

This presentation challenges the misconception of resilience as mere endurance, offering a powerful reframing: resilience isn't about how much hardship you can tolerate, but about Emotional Fitness - the capacity to intentionally navigate life's challenges without sacrificing your wellbeing, core values, or sense of self.

Through relatable storytelling, authentic examples from rural women, and practical insights, attendees will uncover the hidden costs of misplaced loyalty to outdated traditions, roles, and expectations. Participants will be introduced to three powerful Emotional Fitness tools.

Women attending will leave with a fresh understanding of what true resilience looks like in practice not as endless endurance, but as a sustainable, values-driven approach to leadership and life in agriculture. This presentation is about shifting the narrative from surviving to thriving, empowering rural women to confidently lead differently at home, in business, and within their communities without sacrificing what matters most.



PIP HABERLIN AND IZZY HARDWICK

Isabella Hardwick - Originally from Coogee, Isabella attended St Catherines Waverley for her schooling. She then pursued higher education at the University of Technology Sydney, where she completed a Bachelor of Business and a Bachelor of Science in Information Technology. Her passion for agriculture began during the COVID-19 pandemic when she lived on her family's hobby farm in Kangaroo Valley. While working full-time, Isabella commenced a Certificate III in Agriculture online. Fortuitously, Isabella's newfound interest resonated with that of her fathers, and their family purchased a property in Jugiong in 2022. Isabella relocated to the farm and secured her ideal position as a Customer Success Manager at AgriWebb. Since then, Isabella has not looked back at her life in the city.

Pip Haberlin - Growing up in Sydney without agricultural ties, Pip discovered a passion for agriculture during high school. She pursued this interest at the University of Sydney, earning a Bachelor of Ag Science, whilst concurrently contributing to the agtech sector through her role at AgriWebb as a Customer Success Manager. She is currently advancing her expertise by undertaking a Master's in Sustainability, diving head first into an industry that continues to show her that passion, commitment and learning far outweighs the need to be born into farming.

Session summary:

We don't work on farms, but we help make farms work better.

In this session, Pip and Izzy will share their journey into agriculture without a "traditional" background, and how that fresh perspective led them to careers focused on solving some of the industry's toughest challenges. From building trust on-farm to designing and implementing agtech systems, they'll unpack what innovation really looks like when boots hit the ground.

They'll explore how agtech is evolving to meet the growing need for both productivity and sustainability, plus how tools like AgriWebb are helping farmers simplify compliance and reporting. Through real-life examples and case studies, they'll show how technology is supporting producers to make informed decisions, adapt to seasonal changes, and meet both market and regulatory demands with confidence.

Whether you're curious about what's next in agtech, looking for ways to make data work better for your business, or just love a good story about backing yourself in unfamiliar territory, this session is for you.



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TOOLBOX TALKS SESSION 2



EMILY SINDERBERRY

Emily Sinderberry is a farmer, mum, and strategic bookkeeper passionate about helping rural women take control of their finances. Living and working on the land, she understands the juggle of managing farm businesses, family, and finances.

As the founder of EJS Business Services, Emily provides strategic bookkeeping, cash flow coaching, and business advisory tailored for rural businesses. She has presented at industry conferences and workshops, equipping women with practical financial strategies to build resilient, profitable businesses.

Her mission is simple: to help rural women gain financial confidence, secure long-term business success, and shape the future of agriculture.

Session summary:

7 steps to thriving: mastering cash, profit and time in your rural business.

Running a rural business isn't just about hard work - it's about smart financial management that ensures long-term success. In agriculture, where seasons are unpredictable and margins are tight, understanding cash flow, profit, and financial strategy is essential for sustainability and growth.

In this practical and engaging Toolbox Talk, Emily Sinderberry will break down 7 key financial fundamentals that every rural business needs to thrive. Based on proven strategies, including the 7 Deadly Cash Flow Sins ebook Emily co-authored, this session will help attendees identify common financial pitfalls, fix cash flow leaks, and build a business that works for them - not the other way around.

Attendees will learn:

- How to diagnose cash flow issues using a simple self-assessment tool
- The top financial mistakes that silently drain profit - and how to fix them
- Practical steps to increase cash flow, improve profitability, and create time wealth

Emily understands firsthand the challenges rural women face in balancing business, family, and life on the land. As a farmer, mum, and strategic bookkeeper, she's helped countless rural business owners simplify their finances and take control of their numbers - without the stress.

This session isn't about dry accounting talk - it's about real, actionable financial strategies that rural women can use immediately to feel confident in their business decisions and secure their financial future.

Whether you're running a farm, agribusiness, or rural enterprise, this Toolbox Talk will equip you with the tools to thrive - financially, professionally, and personally.

Join Emily at Thriving Women 2025 and take the next step toward a stronger, more profitable business that supports the life you dream of.



LISA ANDERSON

Lisa Anderson is a grain and sheep producer from The Gap near Wagga Wagga. Together with her friend Sandra Ireson, she co-convened the very first Thriving Women conference in Wagga in 2023. The highlight for her was learning

the craft of giving a presentation from none other than Leigh Sales.

She is presently the Chair of Riverina Local Land Services. Lisa found a great deal of her courage from the Australian Rural Leadership Program which she completed in 2022.

Lisa has a Bachelor of Economics and a Bachelor of Laws; and has three incredibly awesome children.

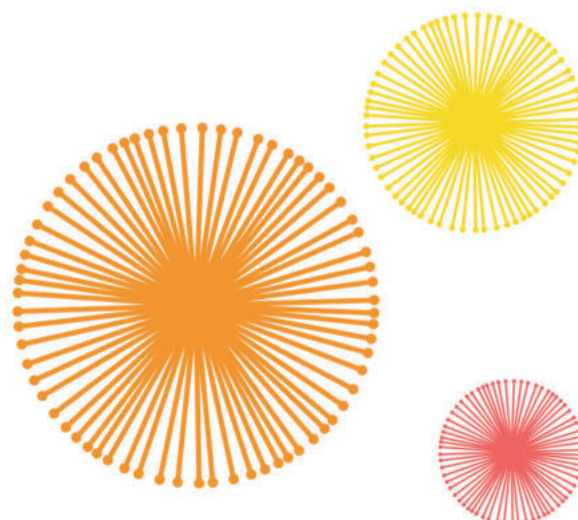
Session summary:

Being brave. It takes courage.

What's your first memory of being brave? What did that feel like?

In this conversation we will take a look at what it means to be brave - and to reflect on why we all find it hard and what we might learn from others to overcome our fears.

Join Lisa as she chats about her various roles in her community - currently as the Chair of Riverina Local Land Services and in her role as the inaugural co-convenor of Thriving Women in New South Wales.





REBECCA RODGERS

Passionate about people, partnerships, and creating environments for growth, Rebecca Rodgers is a driving force in the agribusiness sector. Growing up on her family's farm in Hay, NSW, she brings a grounded, practical perspective to building

high-performing, sustainable teams and cultures.

With over 15 years' experience leading HR, WHS and ESG initiatives across commercial and agricultural industries, Rebecca has been a key part of Delta Agribusiness since 2014, where she heads up People, Safety, and Sustainability.

Rebecca holds a Master's degree in HR Management and Organisational Development and a graduate of both the AICD and the ARLP (Course 24)

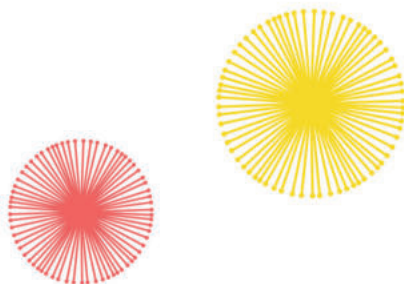
Session summary:

Building high-performing teams: practical strategies for sustainable success.

In today's fast-paced and ever-evolving agricultural sector, building and leading high-performing teams is more critical than ever.

Drawing on over 15 years of leadership experience across HR, WHS and Sustainability, Rebecca Rodgers will share practical insights on how to create team environments where people thrive, performance soars, and positive change is sustained.

This session will explore how to align purpose, accountability, and culture to drive results - while challenging the status quo to unlock continuous improvement. With a focus on practical strategies, Rebecca will outline how to set teams up for success, navigate growing pains, and build resilience for the future. Perfect for leaders who want to foster collaboration, innovation, and high performance in today's dynamic ag industry.



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TOOLBOX TALKS SESSION 3



JULIANNE CARROLL

Julianne Carroll is a highly regarded Solicitor and Director at Commins Hendriks with over 15 years of experience in litigation, including estate and commercial litigation, criminal matters, medical negligence and employment related

disputes. Known for her strategic advice and empathetic client approach, Julianne assists clients in navigating complex family dynamics and legal obligations. She regularly presents to professionals and communities on estate law issues and is passionate about improving awareness of family provision claims and their impact on succession outcomes.

Session summary:

Navigating family provision claims: key considerations in effective succession planning.

In the realm of succession planning, even the most carefully drafted Wills can be challenged by family provision claims. These claims, brought under the Succession Act, allow eligible persons to contest a Will if they believe they have not been adequately provided for. This presentation will explore how such claims intersect with succession planning and what individuals and families should consider to reduce the risk of future disputes.

Julianne Carroll will unpack the legal framework of the Succession Act, discuss who may be eligible to make a claim, and examine recent case law trends. She will also outline practical strategies for minimising the likelihood of successful challenges, including the importance of documenting reasons for unequal or no provision, engaging in early family discussions, and the role of testamentary capacity assessments.

Attendees will gain a deeper understanding of how family provision claims can derail succession plans, and how a proactive and well-structured approach can protect a testator's intentions while balancing the rights of dependents. This session is designed for all persons interested in estate planning, including individuals looking to better understand how to safeguard their legacy.



AINSLIE LALOR AND NICOLE MURPHY

Ainslie Lalor is a Regional Operations Director with SafeWork NSW. With a strong agricultural background, she brings deep insight into rural work environments

and is committed to advancing safety standards in the agricultural sector through practical, informed leadership.

Nicole Murphy runs a farming operation in the southern region of the state, bringing hands-on experience and a deep connection to the land. Having lived through the tragedy of a workplace fatality, she is a passionate advocate for farm safety.

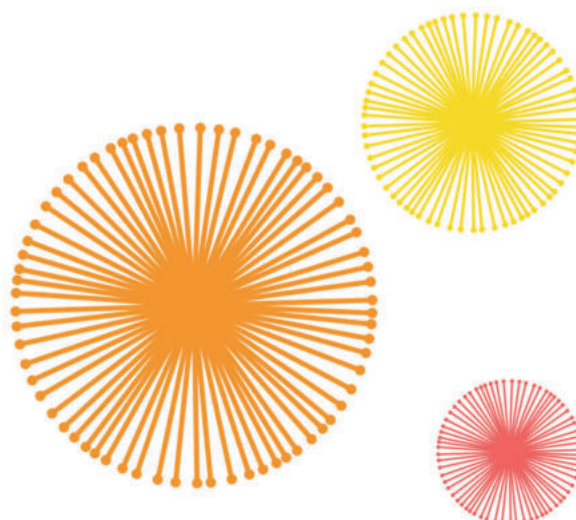
Session summary:

Farm safety: breaking myths, saving lives

This presentation will challenge common myths and misconceptions about safety in agriculture, highlighting how outdated beliefs can put lives at risk. Through real-world insights and practical strategies, it will offer straightforward, effective solutions to improve safety on farms. The goal is to empower farmers and agricultural workers with tools and knowledge that make safety a practical, achievable part of everyday farm life.

By the end of this session, participants will:

- Identify and challenge common myths about safety in agriculture that can lead to risk or complacency.
- Understand the real impacts of farm incidents, including personal stories and data-driven insights.
- Learn how to embed safety into everyday routines without disrupting productivity.





TANISHA SHIELDS

Tanisha grew up on a mixed farm in the Riverina region of New South Wales, developing a passion for agriculture. After completing a Bachelor of Agricultural Sciences at Wagga Wagga, she pursued her interest in livestock production, gaining

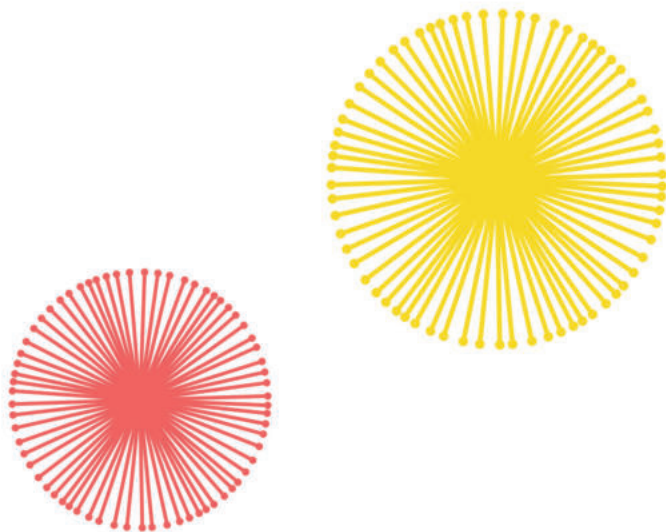
practical experience as a pen rider and through a livestock traineeship with Elders. Her work across livestock production systems in NSW and Queensland fuelled her passion for rangeland environments, leading her to a role with Western Local Land Services, where she became a Senior Land Services Officer.

Following her role with LLS, Tanisha has worked as a consultant with Agrista, before joining the Sustainability team at Rabobank in late 2024 as the Senior Data Ecologist. In her current role, Tanisha is focussed on implementing programs to work across Rabobank Climate and Nature related commitments and client engagement journey. Tanisha lives on a sheep station with her partner on the Hay Plains.

Session summary:

Emissions Data: Why consumers care, supply chain commitments and the value of farm level information.

This presentation will cover the importance of accurate emissions data from the agricultural sector to meet supply chain commitments and reporting requirements and support the transition to a low-carbon future. Farmers can prepare for future market demands by measuring and understanding carbon emissions, which aids in tracking progress towards climate targets.



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TOOLBOX TALKS SESSION 4



KELLY JOHNSON

I am a passionate advocate for resilience, adaptability, and the power of community. Growing up as a dairy farmer's daughter who was a Vietnam veteran, I developed a deep appreciation for hard work, perseverance, and connection to the land.

My journey has been shaped by life's challenges - raising twins with autism, supporting a son with a heart condition, surviving cancer, overcoming a major car accident and most recently supporting our youngest who has been diagnosed with MS. Through it all, I have managed to remain positive, continuously learning, adapting, and embracing kindness that surrounds me in a rural community.

Session summary:

Embracing change, community and resilience.

This presentation explores the profound connection between people and place, emphasizing how personal resilience, adaptability, and community bonds drive growth and transformation. Kelly shares her unique journey - from growing up on a farm with a Vietnam veteran father to navigating the complexities of raising children with unique medical and developmental needs while overcoming her own health battles through to opening not one but two businesses. Through Kelly's experiences, she demonstrates how embracing change, staying open to learning, and fostering strong relationships have been essential for her personal and community well-being.

Key themes covered include:

- The role of place in shaping our identity, values, and resilience.
- How personal adversity can be transformed into leadership, advocacy, and positive change. Always maintaining a glass half full philosophy.
- The importance of kindness, adaptability, and continuous learning in fostering community growth.

With a focus on real-life experiences and actionable insights, this presentation aims to inspire attendees to reflect on their own journeys, embrace change with a positive mindset, and strengthen the interconnected fabric of their communities.



SUSIE GREEN

Susie Green has more than 30 years' experience working in agricultural communities. She runs her own consulting business helping agricultural organisations find clarity, focus and confidence and her strength lies in working with people and building collaborative approaches.

She has held industry roles supporting growers through challenging seasons and natural disasters and has faced her own personal challenges along the way, giving her insight into what it takes to overcome adversity. When she's not working, Susie can be found on a bike, tackling some of the toughest ultra- endurance mountain bike events in the country.

Session summary:

Tapping into your inner grit - lessons in taking on life's challenges from ultra endurance mountain biking.

After taking up mountain biking in 2019 at the age of 48, Susie went from novice to competing at the highest level over a few short years. She has competed and placed in numerous endurance and ultra-endurance mountain biking events, including the 2024 World Solo 24 Hour Mountain Bike Championships, where she rode almost continuously on difficult single track for 23 hours and 30 minutes to place 3rd in her age group and 9th female overall.

Susie shares her story of how she went from a complete beginner to successfully competing on the world stage, digging deeply to push herself through her physical and emotional limits. Through story telling, she translates her observations on the similarities between what it takes to do the hard stuff on a bike and what it takes to navigate through the hard stuff in business and life more broadly.

Beyond grit and determination, Susie shares that successfully navigating through difficulties (both planned and unplanned) requires:

- having a clear purpose and vision underpinned by exceptional preparation and a well executed plan.
- embracing the process and celebrating the small wins along the way, while leaning into the difficult and becoming comfortable with uncomfortable.
- being flexible and adaptable, asking for help, developing new skills, and building a strong team around you.





GRACIA KUSUMA

Gracia Kusuma is the Workplace Relations Director at the NSW Farmers' Association, bringing over 12 years of experience in agricultural workplace relations. Through her extensive work assisting farm businesses at various levels of the farm

enterprise, she has developed high-quality communication skills to help manage workplace dynamics effectively. Gracia provides tailored guidance on employment matters, helping businesses navigate complex legal obligations while fostering positive workplace cultures. Frequently invited as a speaker on workplace relations, she leads workshops and offers practical advice ensuring agricultural enterprises operate within employment legal frameworks while maintaining strong employer-employee relationships.

Session summary:

Women on farms: navigating workplace rules for efficiency, safety and innovation.

This toolbox talk will explore how women in agriculture can champion workplace culture by setting clear expectations, the underpinning workplace laws that apply, maintaining strong communication, and reinforcing values that promote respect and collaboration. It will highlight the importance of safety leadership - demonstrating how women influence compliance, implement proactive risk management, and instil a safety-first mindset among workers.

Shaping the future of agriculture requires an understanding of the underpinning rules that govern workplace practices. From employment obligations and workplace health and safety regulations to compliance in modern farm operations, women play a crucial role in ensuring their businesses run efficiently and sustainably. By navigating these frameworks with confidence, women can create structured, legally sound, and high-performing agricultural workplaces.

This session will focus on how women can take the lead in establishing clear expectations, enhancing communication, and building strong workplace policies that promote respect, accountability, and productivity.

Aligned with the conference's themes of self-mastery, business innovation, and community growth, this discussion will provide practical tools to help women excel in their roles, drive workplace improvements, and advocate for change. By recognising and enhancing their influence, women can continue to transform agricultural workplaces into safer, more efficient, and future-focused environments.

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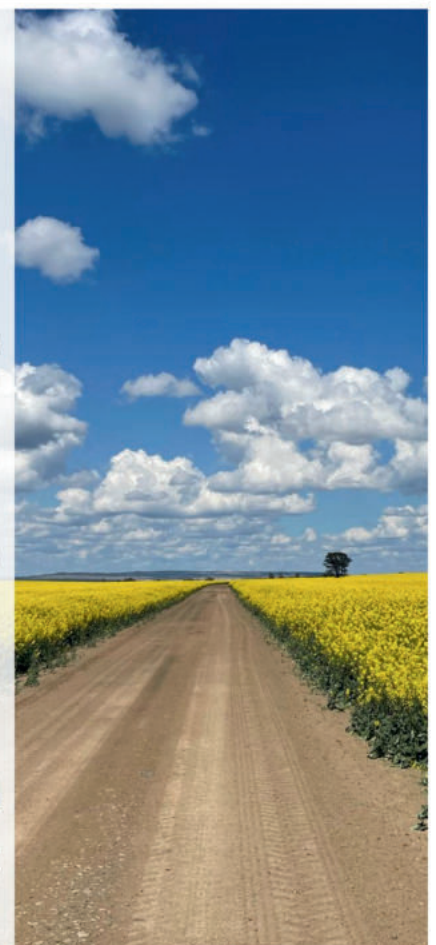
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TOOLBOX TALKS SESSION 5



PATRICE DOUGLAS

Patrice Douglas is a highly regarded mentor and speaker for female professionals, specialising in helping individuals slow down, soften, and simplify their lives to achieve success. Growing up on horse studs in Scone, Sandy Hollow, and Gulgong in regional NSW, Patrice brings grounded wisdom to her work. With over six years of experience, she has supported clients worldwide to feel centred, confident, and capable. A country girl turned entrepreneur, her career spans from Head of Creative for an ASX200 property fund to mentoring over 1000 women. She hosts Into the Nothing, a podcast exploring what true success means for women today.

Session summary:

Mindset habits for clarity, confidence, and growth.

Success in agriculture - and in leadership - starts with how we lead ourselves.

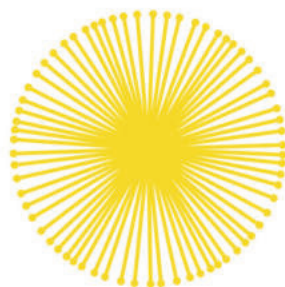
In this practical, action-focused session, you'll learn simple mindset habits that build clarity, confidence, and sustainable growth, even in challenging seasons.

You'll discover fast strategies to reset your thinking when pressure rises, practical ways to stay focused during uncertainty, and daily mental habits that strengthen your capacity over time.

These are not abstract ideas - they're easy, real-world tools designed for busy women managing businesses, careers, communities, and change.

Whether you're leading a team, making tough decisions, or shaping your future, these mindset skills will help you stay steady, focused, and in momentum.

Walk away with practical tools you can use immediately - helping you think clearer, lead stronger, and continue growing, no matter what's ahead.



TONY CATT

Tony Catt is an experienced financial adviser with extensive experience in providing succession planning advice to farm businesses. He currently serves as the CEO of Hub39 and is a director of Catapult wealth, a wealth management and financial planning firm. After marrying into a large farming family from Renmark, Tony developed a passion for assisting families in transitioning their businesses to the next generation. Tony's passion has found him providing succession and retirement planning advice to farming families from various sectors across Australia for over 25 years. He holds a Bachelor of Commerce, Graduate Diploma in Applied Finance, Graduate Diploma in Financial Planning and was a qualified accountant, making him uniquely qualified to provide comprehensive advice to clients

Session summary:

Pass the baton.

Managing the transition of a business to the next generation is one of the most challenging aspects of a family farm business. In this workshop, Tony will cover a range of topics that arise when developing a plan for transitioning the farming operation from one generation to another. Tony will cover the two essential plans of succession planning: the dead plan and the living plan.

The dead plan focuses on the risk management in the event of the death of a key person in the business. This plan outlines the steps to be taken in the event of an unforeseen death and is the most important plan in succession planning. The dead plan typically includes several key components including: wills, power of attorney, insurances and risk management.

The living plan focuses on the transition of ownership of the business, to ensure there are no surprises. This is the plan that comes to mind when thinking about succession planning. The living plan typically includes four key sub-plans: management plan, retirement plan, ownership plan and cheque book plan.

The retirement plan involves outlining the predecessor's plans for retirement, including timing, future involvement in the farm, incomes plan and where this comes from, aged care, housing, liquidity for one-off expenses and Centrelink.

The management plan involves identifying potential successors, recognising and creating an actionable plan to fulfil any skill gaps and outlining a plan for transferring management. The ownership plan involves outlining a plan for transferring the asset. This could be a 5 or 10-year plan or upon death. Just because an operating entity has transferred, does not mean the asset ownership has to change immediately. The cheque book plan involves the decision-making responsibility of financial decisions.

Having well-documented and well-communicated dead and living plans are essential to the success of a succession plan. The plans then need to be regularly reviewed, well executed and maintained.



MALINDA GUEST

Malinda Guest, Clinical Psychologist and Director of Boundless Psychology, is dedicated to educating individuals and communities on mental health, communication, and healthy relationships.

With a passion for rural mental health, Malinda balances her roles as a mother, wife, clinical psychologist, director, university lecturer, mentor, and psychology supervisor. She created Let's Talk TACTICS to teach effective communication, especially on important topics. Her presentations and workshops draw from her transformative journey, offering both insightful lessons and moments of laughter.

Session summary:

Let's talk tactics: the 'how to' of communication.

Enhancing Communication with the TACTICS Framework. Effective communication is essential for individuals and organisations, impacting productivity, relationships, and overall success. The TACTICS framework provides a structured, evidence-based approach to improving clarity, engagement, and efficiency while minimising misunderstandings and conflict.

TACTICS is designed to develop more effective communication skills by equipping individuals with the tools to express ideas and concerns clearly, listen actively, and navigate conversations with confidence.

Grounded in research and best practices, it evaluates its impact through individual surveys that measure both the effectiveness of the framework and improvements in communication skills.



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"Women have always been the backbone of Australian agriculture - quietly leading, innovating, and sustaining our rural communities. Today, they're stepping into the spotlight, reshaping the future of farming with resilience, knowledge, and vision."

- Lyndsey Douglas, Agricultural Communicator and Advocate